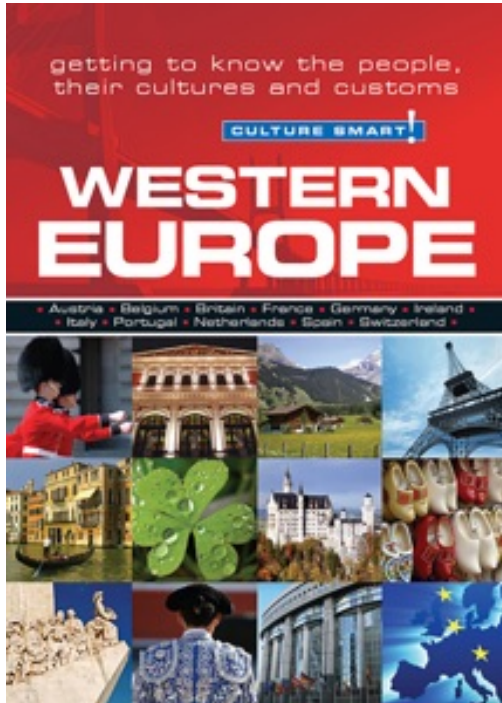


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in Western Europe can be overwhelming. The richness and complexity of the different national cultures are difficult to take in, and people's behavior and reactions can be surprisingly unpredictable. For example, attitudes to time vary. In Germany it's rude to be late; in France it's rude to be on time. In business there is a range of negotiating styles. And because there is more to communication than speech, it is easy to misread the signals in other people's societies. Even smiling can sometimes be wrong - in France it's distinctly uncool to smile at strangers. Western Europe is ideal for student travelers, businesspeople, or academics who will be visiting several countries on their trip and who don't wish to be burdened with eleven books on different destinations. In this it is unique. No other book captures the essence of eleven national cultures in a single volume. Drawing on the wealth of information in the individual Culture Smart! country guides, it focuses on those situations in each country where visitors are likely to come into contact with local people. Beyond listing the dos and don'ts, it explains the cultural context of different or unexpected behavior. It tells you about beliefs and attitudes, and alerts you to local manners and sensitive issues. Full of fascinating insights and practical advice, it will help you navigate your way through uncharted seas, avoid gaffes and misunderstandings, and establish a rapport with people wherever you are.

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